

UNIVERSITI TEKNOLOGI MARA

**FACTOR THAT INFLUENCES THE ACCEPTANCE
OF *HALAL* COSMETIC PRODUCTS: A STUDY ON
CONSUMERS IN KLANG VALLEY**

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of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

According to Arabic term, *Halal* refers to anything that is permissible under Sharia Law. Allah strictly give a commands for all Muslim to consume what is *Halal* and leave what is *Haram*. *Halal* is not solely focussed on food, but it may extend to all like cosmetics, toiletries, investment, business, banking and finance. After the growth of *Halal* food and Islamic Bank, *Halal* cosmetic product has been take place with the high level of demand in Malaysia, Indonesia, and the Middle East. All the cosmetic product must followed the guideline by Jabatan Kemajuan Islam Malaysia (JAKIM) and National Pharmaceutical Regulatory Agency (NPRA). Unfortunately, there have several product that has been announced as prohibited to consume due to contained element like mercury, hydroquinone and tretinoin which lead to self-destruction and violation of Islamic teaching. National Consumer Complaint Centre of Malaysia (NCCC) had received many complaint from consumer with reports had side effect due to the use artificial cosmetics. It became the motivation to identify whether knowledge, religiosity, attitude and intention can be factors to influences on the acceptance of *Halal* cosmetic products. This study is done to distribute 82 of questionnaires with close ended question by using non-probability convenience sampling. This study are done to analyse all data in using frequency analysis, descriptive analysis, normality test, factor analysis, reliability, correlation and regression test. The findings of the study shows the relationship between attitudes is significant, but there are not significant on knowledge, religiosity and intention in acceptance *Halal* cosmetic products.

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